International Business: Combining Theory and Practice in Lugano, Switzerland
Spring Semester 2020

Classes:
The courses satisfy mandatory and elective course requirements, depending on your major. The courses can also fulfill a marketing cognate. You will receive 18 credits:

* Consumer behavior (MKTG 4204, 3 credits)
* Marketing research (MKTG 4154, 3 credits)
* Marketing, society, and the public interest (MKTG 4644, 3 credits)
* Elementary Italian (ITAL 1105, 3 credits)
* Marketing field practicum (MKTG 4404, 3 credits)
* Study abroad (MKTG 3954, 3 credits)

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Costs:
Program costs are $11,170 and include: airfare, a three month Eurorail pass, lodging, medical insurance, and four dinners/week. Estimated total costs, including tuition and fees, travel expenses, passport, and immunizations, are $21,590 (in-state) and $28,960 (out-of-state).
**BENEFITS OF THIS PROGRAM**

- Form a unique bond with professors and fellow students
- Encounter unfamiliar situations, learn to adapt, and return home with new ideas and perspectives about yourself and your own culture
- Explore the world while still being a Virginia Tech student
- Expand your world view and gain cultural competency
- Nationally, 75% of students believe study abroad improved their chances of getting a job

**PROGRAM FEATURES**

- Combines classroom instruction with real-world projects:
  - Classes in Italian, marketing research, consumer behavior, and marketing, society, and the public interest
  - Consulting field project developing a business and marketing plan for a small non-profit organization that delivers programs to vulnerable populations
- Explore Europe!
  - Weekends and three 10-day breaks to explore Europe
  - Lugano is on a major rail line. You can reach many wonderful cities in a few hours!

**PROGRAM DEADLINES**

- We begin to accept applications in September and make acceptance decisions until the program is full.
- If you are accepted into the program, you will need to pay a $1200 deposit. The deposit is non-refundable unless the program is cancelled.

“Study abroad taught me that the places you go aren’t as important as the things you will learn from the people you see them with.”
— former Lugano student